

ORDER



Orders
Order / Rev: 723590
Alt Order #: 06384328
Product Desc: DSCC-KAINE
Estimate: 12707
Flight Dates: 10/22/12 - 10/27/12
Original Date / Rev: 10/19/12 / 10/19/12
Order Type: Political

WUSA

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Media Strategies
Buying Contact:
Billing Contact:
 11350 Random Hills Road Suite 670
 Fairfax, VA 22030

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser Name: Kaine,T/ D/ DSCC/ Senate-VA
Demographic: A35+
Product Codes: IS-Candidate/US Senate
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/22/12	10/28/12	34	\$42,950.00	\$36,507.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	34	\$42,950.00	\$36,507.50	0.00
Totals	34	\$42,950.00	\$36,507.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	10/22/12	10/26/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a	MTWTF--	:30	5	\$450.00	P-2	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--			5		\$450.00		0.00				
E 2	WUSA	10/22/12	10/26/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	MTWTF--	:30	5	\$800.00	P-1	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--			5		\$800.00		0.00				
E 3	WUSA	10/22/12	10/26/12	CBS This Morning CBS This Morning	CM	7-9a	MTW-F--	:30	4	\$400.00	P-1	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTW-F--			4		\$400.00		0.00				
E 4	WUSA	10/22/12	10/22/12	Price Is Right The Price is Right	CM	11a-12p	M-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	M-----			1		\$1,500.00		0.00				
E 6	WUSA	10/25/12	10/25/12	4-5p Dr. Phil	CM	4-5p	---T---	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---T---			1		\$1,200.00		0.00				
E 7	WUSA	10/22/12	10/26/12	9 News @ 5p 9 News @ 5p	CM	5-6p	MTWTF--	:30	5	\$1,200.00	P-1	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--			5		\$1,200.00		0.00				

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WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 8	WUSA	10/22/12	10/26/12	9 News @ 6p 9 News @ 6p	CM	6-630p	M-W-F--	:30	3	\$1,500.00	P-1	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	M-W-F--	3		\$1,500.00	0.00							
E 9	WUSA	10/23/12	10/25/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	-T-T---	:30	2	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	-T-T---	2		\$1,500.00	0.00							
E 10	WUSA	10/23/12	10/25/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	-T-T---	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	-T-T---	1		\$3,000.00	0.00							
E 13	WUSA	10/22/12	10/26/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	MTWTF--	:30	5	\$2,500.00	P-2	0.00	NM	5	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	MTWTF--	5		\$2,500.00	0.00							
E 14	WUSA	10/27/12	10/27/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	-----S-	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	-----S-	1		\$2,500.00	0.00							
E 15	WUSA	10/24/12	10/26/12	Letterman Late Night with David Letterman	CM	1135P-1237A	--W-F--	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	--W-F--	1		\$900.00	0.00							
Totals													34	\$42,950.00	